



Client: hippih

**Publication: The Gadget Show Live: Guide to
2013**

Date: 2nd April 2013

Circulation: 30,000



OFFICIAL SHOW GUIDE

The 50 must-see gadgets
+ event schedule
+ exhibitors
+ map



GUIDE TO 2013

Revealed: the 120 gadgets, games and apps that'll make your year

TECH TRENDS 2013

Apps are spawning new hardware – we call them **appcessories**



hipKey

£70 | out now | store.apple.com/uk
Connect this Bluetooth 4.0-enabled keyring to your iPod and iPad via a free app and it will sound an alarm if your 'precious' goes beyond a set distance, anywhere up to 50 metres. Switch from Alarm Mode to Motion Mode, pop the hipKey in a bag and, thanks to onboard motion sensors, the alarm will be triggered if the bag is moved.

HAPilabs HAPifork

\$99 | due 2013 | hapilabs.com
The HAPifork is dieting for the next century – it works by counting how many times you close your mouth around the fork (closing your lips creates a circuit) and beams the information to a PC, which then nags you for being a pig. The online dashboard counts how many 'fork servings' you shovel in per minute, and advises if you're eating too quickly – drawing graphs and even advising on when to eat. Thankfully, it has no idea whether you're eating spinach or, say, trifle, so there are ways to keep on eating happily...



Griffin Helo TC

£45 | out now | griffintechnology.com
App-controlled helicopters are the future. Believe it. Griffin's Helo TC connects to your iPhone via a slick 'Flight Deck' controller and the proprietary app takes care of control duties, with some baffling (at first) controls that soon become second nature and will have you soaring round the office like a real-life Stringfellow Hawke (ask your dad).



Oloclip Three-in-One

£70 | due April | oloclip.com
Oloclip's three-in-one lens pack lets photographers get fancy with an iPhone, providing clip-on macro lenses for ultra-close-up shots, plus a fish-eye and wide-angle. To put it mildly, iPhones are not great at close-ups, so the macro lens alone may be worth the price, simply clipping on over the existing lens and working with any photography app. You can even record video via the app of your choice... by pairing a fish-eye with Paper Camera for a vertigo-inducing distorted cartoon world.

Belkin Thunderstorm

£180 | due spring | belkin.com
The Thunderstorm is the speaker that the iPad should have had – if Apple had designed its device with flagrant disregard for the feelings of other people in public places. This extremely loud clip-on speaker connects via the new Thunderbolt port but earns its dramatic moniker with amplified bass and surround-sound settings for games and films, built to make N.O.V.A.'s energy weapons sizzle dramatically as you play. A paired app lets you customise the woofs and booms, and it offers a claimed 10 hours of battery life.



SEE ME FLY!

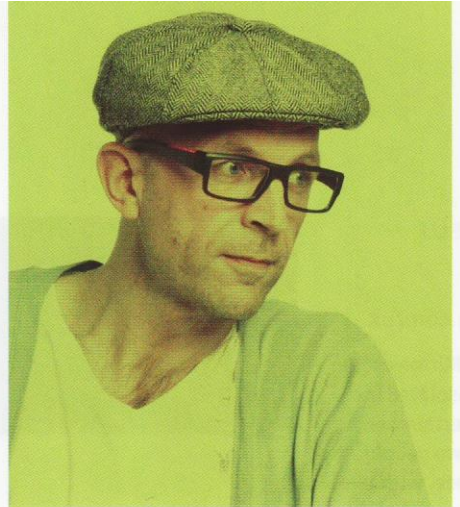
PARROT Stand D190

Parrot AR.Drone 2.0

£280 | out now | parrot.com/uk
Parrot's latest drone is starting to leave toy territory and enter the realm of true surveillance drones. Thankfully, it can't fire missiles but it can fly up to 160ft, is much easier to pilot than the earlier model and adds a 720p HD camera that lets you see what it sees via your iPad.

TECH TRENDS 2013

Apps are spawning
new hardware
– we call them
appcessories



hipKey

£70 | out now | store.apple.com/uk

Connect this Bluetooth 4.0-enabled keyring to your iPod and iPad via a free app and it will sound an alarm if your 'precious' goes beyond a set distance, anywhere up to 50 metres. Switch from Alarm Mode to Motion Mode, pop the hipKey in a bag and, thanks to onboard motion sensors, the alarm will be triggered if the bag is moved.